

**City of Carlsbad  
Cultural Arts Office**

# **Community Arts Grant Funding Programs**

Mailing Address:  
1200 Carlsbad Village Drive  
Carlsbad, CA 92008



Location:  
2955 Elmwood St.  
Carlsbad, CA 92008

## **Introduction**

The City of Carlsbad Cultural Arts Office serves to encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity in the City of Carlsbad and the Northern San Diego County Region. As a component of many services and activities, the Cultural Arts Office manages funding programs to provide financial support to organizations and individuals for specific contracted services through a competitive application and review process.

This booklet contains information and forms to help qualified organizations, schools and individuals interested in applying for funding from the City of Carlsbad Community Arts Grants.

Programs and activities supported through the Community Arts Grant Funding Programs take place within the calendar year, Jan. 1 – Dec. 31 annually.

The Community Arts Grant Funding Programs support projects and activities in all disciplines that provide quality arts and cultural programming to Carlsbad residents and visitors. Our purpose is to reinforce the artistic and cultural opportunities and experiences for our residents, to provide arts education and lifelong learning opportunities for all ages, support local and regional arts and cultural organizations as an important component of the economy and quality of life of Carlsbad and Northern San Diego County and to celebrate and promote Carlsbad as an exciting, vibrant, and creative community destination for visitors and tourists throughout the world.

Cultural Arts Office staff, working with the Carlsbad Arts Commission, actively review and evaluate all aspects of this program and processes and incorporate revisions in this booklet. As we constantly review and adapt our program, further changes may occur throughout the funding calendar. Cultural Arts Office staff will provide updates on changes as they are adopted.

Thank you for your interest in applying to the City of Carlsbad Community Arts Grants. For more information or assistance, please contact the Cultural Arts Office at 760-434-2920 or visit us on the web at:

**[www.carlsbadca.gov/arts](http://www.carlsbadca.gov/arts)**

## **At a glance . . .**

### ***To be Eligible...***

Community Arts Grants are available to not-for-profit, tax-exempt organizations, as determined either by the Internal Revenue Service or the California State Franchise Tax Board. Other arts organizations may apply under the umbrella of a 501c organization, in certain circumstances.

### ***Funding Basics...***

#### **Arts Projects**

Requests by organizations for specific arts project activities such as performances, exhibitions, residencies, workshops or lectures that provide arts opportunities that take place in Carlsbad.

#### **Arts In Schools**

Requests of up to \$1,500 by Carlsbad public and nonprofit schools for in-class and before/after-school projects involving professional artists, including artist-in-residence activities, collaborative programs and events by student participants which are open to the public. Support for activities of school-based, student extracurricular organizations that the public may attend.

#### **Arts Opportunities**

Arts Opportunities application deadlines may be ongoing based on available funding. Applications are due on the first Monday of each month and at least 60 days prior to the anticipated start date of the proposed activities.

Funded activities must take place within the City of Carlsbad.

### ***Deadlines...***

#### **Annual Community Arts Grants**

- **Arts Projects**
- **Arts In Schools**

**Monday, Oct. 27, 2014 by 4 p.m.**

Late applications will NOT be accepted.

## Overview

The City of Carlsbad Cultural Arts Office Community Arts Grant Funding Programs are designed to support Carlsbad and regional arts organizations, artists, and community and educational groups achieve their artistic and administrative objectives, while simultaneously providing cultural and artistic opportunities for Carlsbad residents and visitors. There are three categories in which to apply:

<b>Arts Projects</b>	<b>(annual Oct. deadline)</b>
<b>Arts In Schools</b>	<b>(annual Oct. deadline)</b>
<b>Arts Opportunities</b>	<b>(due monthly pending available funding)</b>

Proposals may involve visual, performing, literary or media arts that provide high quality experiences and enriches arts and culture in the lives of Carlsbad residents and visitors. The overall goals of the Community Arts Grant Funding Programs are:

- To provide opportunities for the artistic and cultural development and enjoyment of Carlsbad residents and visitors
- To support all arts disciplines and artists in every stage of their careers
- To encourage the development of culturally diverse activities
- To ensure that the arts reach all segments of the population

## General Eligibility Requirements for All Applicants

### Who We Fund

#### **Minimum Requirements for All Organizations**

All applicants must meet the following minimum requirements:

Community Arts Grants are available to not-for-profit, tax-exempt organizations, as determined either by the Internal Revenue Service or the California State Franchise Tax Board.

Organizations that wish to submit proposals but do not have not-for-profit incorporation status may apply through a Fiscal Sponsor.

#### **Minimum Requirements for Sponsoring Organizations**

All sponsoring organizations must meet the following minimum requirements:

- must be located in San Diego County;
- must be approved in advance by the Cultural Arts Office;
- must provide proof on non-profit status to the Cultural Arts Office;
- must be responsible for receiving awarded funds and dispersing them to the applicant;
- must be willing to perform this service at no more than 10% of the amount awarded to the applicant.

Note: An organization which acts as a fiscal sponsor for another organization will NOT be prevented from applying for a grant for its own programs.

### **Minimum Requirements for All Individuals**

All applicants must meet the following minimum requirements:

Grant proposals involving **individual artists** must be submitted by the partnering Carlsbad school or fiscal sponsor organization, which must provide all support documents required in its application category. The City of Carlsbad does not provide funding directly to individuals.

### **Arts In Schools Program Application Limitations**

Arts In Schools grants are available **ONLY** to Carlsbad public and nonprofit private schools, student organizations, and authorized parent support groups. **Note:** Arts Project proposals that include arts education as a component of funded activities must demonstrate significant involvement by the partnering Carlsbad school/s in the proposal's development and implementation.

### **Community Arts Grants are not awarded for activities that are part of the regular curriculum, such as ongoing art classes or regular activities.**

- Elementary Schools may submit up to two applications per school site.
- Middle Schools may submit up to two applications per school site.
- High Schools are not limited in the number of applications per school site, however applications must be for different artistic disciplines.

The City of Carlsbad reserves the right to limit the number of funded applications to any given school or organization, regardless of eligibility or score in the panel process, based on funding limitations or goals of the program in a given year.

### **What We Fund**

Proposals eligible for funding under **Arts Projects** include:

- Publicly accessible performances and exhibitions of the arts that take place within the City of Carlsbad
- Community arts projects, such as workshops or lectures that provide arts opportunities to people who are not necessarily professional artists, and take place in Carlsbad
- Arts education programs conducted by nonprofit arts and cultural organizations

Proposals eligible for funding under **Arts in Schools** include:

- In-class and before/after-school projects involving professional artists providing students with arts participation activities, including artist-in-residence activities, collaborative programs and events by student artists which are open to the public
- Support for ongoing activities of school-based, student extracurricular organizations that the public may attend. Funded activities must take place within the City of Carlsbad

Note: The Arts In Schools Category has a maximum request of \$1,500. Proposals eligible for funding under **Arts Opportunities** include:

- Publicly accessible performances and exhibitions of the arts that take place within the City of Carlsbad
- Community arts projects, such as workshops or lectures that provide arts opportunities to people who are not necessarily professional artists, and take place in Carlsbad
- Arts education programs conducted by nonprofit arts and cultural organizations
- In-class and before/after-school projects involving professional artists providing students with arts participation activities, including artist-in-residence activities, collaborative programs and events by student artists which are open to the public
- Support for ongoing activities of school-based, student extracurricular organizations that the public may attend. Funded activities must take place within the City of Carlsbad

Note: Requests in the Arts Opportunities by schools or school-based, student extracurricular or support organizations have a maximum request of \$1,500

## **Grant Awards and Matching Requirements**

### Grant Amounts

Up to \$50,000 is available for the 2015 grant cycle. Each Arts In Schools proposal is restricted to a maximum request of \$1,500. Arts Projects and Arts Opportunities (pending available funding) proposal requests are not restricted.

### Matching Requirements

A 1:1 match is required for all awards. (The city will fund up to 50 percent of the project.)

All grant awards must be matched 1:1 with a minimum of 50 percent of the award match in cash. The remainder of the project budget may include a combination of cash and in-kind contributions from other sources, identified in the project budget.

No more than 25 percent of the grant request may be used to purchase supplies related to the project.

*(In-kind contributions refer to facilities, supplies, equipment and services whose monetary value can be determined and that are necessary to the project and otherwise must be purchased or rented by the applicant to conduct the project.)*

### Payment Schedule

If the application is awarded funding, 75 percent of the payment will be awarded upon processing of the award. The remaining 25 percent will be awarded upon processing of the final report.

## **Ineligible Organizations and Activities**

**The City of Carlsbad will NOT fund...**

- Governmental agencies or public authorities.

- Educational institutions, colleges and/or universities. (except Carlsbad public or private schools under the Arts In Schools program)
- Applicants that have a “delinquent” status with the Community Arts Grants Funding Programs
- Previously completed activities
- Religious and/or sectarian programming or any programming and/or services that are solely for the promotion of or consumption by a specific religious order and/or a particular sect
- Cash reserves or endowments of any kind, as awarded funds are to be expended within the designated funding period
- Capital expenditures, including construction, renovation or purchase of real property (see definition/exception below)
- The purchase of computer software/hardware
- Private events or any activities offered for the sole purpose of raising money in excess of the value of programs or services delivered
- Programs and/or services of Carlsbad-based arts and cultural organizations that benefit other cities or regions.
- Applications that do not support nonprofit, public art activities or projects that benefit a for-profit business or activity.
- Sponsored projects that benefit the sponsoring organization or are an extension of the sponsoring organization’s programs or services
- Support groups and/or “friends of” organizations of City departments or facilities.
- Operating costs not associated with the project
- Costs associated with the start-up of a new organization
- School programs traditionally part of the academic curriculum
- Applications to reduce existing deficits

#### **Funding may not be used for...**

- Fund-raising expenses
- Consultants who are members of an applicant’s staff or board
- Payments to students
- Scholarships, fellowships or tuition assistance
- Capital expenditures(See *definition and exceptions below*)
- Costs incurred before the start of the funded project (*earliest start date is Jan. 1, 2014*)
- Arts activities outside the City of Carlsbad
- Entry fees for competitions
- Pageants, fund-raising events or hospitality costs
- Travel expenses: transportation/mileage/lodging/meals (See *exception below*)
- Publication of manuscripts or compositions not created as part of a grant-supported project
- Activities not open to the Carlsbad general public
- Grant management costs, grant writing fees, application preparation costs, sponsorship fees, or any other grant preparation and management fees.
- Purchase of awards, cash prizes, contributions or donations.
- Food or beverages for hospitality
- Entertainment or reception functions
- Internal programs at colleges or universities
- Curriculum development or curricular activities
- Scholarly or academic research, tuition, and activities which generate academic credit or formal study toward an academic or professional degree
- Creation of textbooks/classroom materials.

*Above activities may not be included in the project(s) budget as expenses or match.*

**Capital Expenditures** are: purchases of real estate; facility or property construction, renovation or repair costs; purchase of equipment related to general operations. **Exceptions** are: purchases or repairs of arts-specific equipment with the capability of extended use over several years (musical instruments, kilns, etc.). Proposals requesting funds for such expenses should be

discussed in advance with the Cultural Arts Office staff and may not exceed \$500 in requested funds.

**Travel Expenses Exception:** Arts In Schools program applicants may include student bus travel as an identified expense.

## **Application Evaluation**

### Peer Panel Process

A peer panel consisting of artists and arts professionals from Carlsbad and San Diego County and members of the Carlsbad Arts Commission review and rate all annual Arts Projects and Arts In Schools grant applications. Applications are individually evaluated and given numerical scores. The process is designed to strengthen the evaluation of applications and ensure the integrity and success of the grants program.

Cultural Arts Office staff will develop a funding plan based on the peer panel recommendations and present that along with panel recommendations to the Carlsbad Arts Commission. The Carlsbad Arts Commission reviews the peer panel recommendations and funding plan and awards the grants.

### Arts Opportunities Program

Pending available funding, applications for the Arts Opportunities Program will be evaluated by a panel of Cultural Arts Office staff and designated Arts Commissioners who will present an overview and recommendation to the Carlsbad Arts Commission for final review and approval.

### Notification and Payments

- A notification letter of acceptance or denial will be sent to each annual program applicant by mid-Dec. This letter serves as the agreement between the Cultural Arts Office and the approved grantee.
- The Cultural Arts Office reserves the right to negotiate the location of grant-funded activities.
- The first payment of 75 percent is made after the Cultural Arts Office is notified by letter that the project has begun
- The second and final payment of 25 percent is made upon receipt, review and acceptance of the applicant's Final Report Form
- A notification letter of acceptance or denial will be sent to each Arts Opportunities applicant following the monthly Carlsbad Arts Commission meeting at which the proposal was reviewed. All other activities outlined above will then apply.

### Changes

Proposed amendments to approved projects for grant funds must be submitted in writing to the Cultural Arts Office by the grantee for approval.



**Any changes in purpose, personnel, location, date, activity or budget must receive Cultural Arts Office approval before grant funds may be used.**

#### Financial Management

Grant recipients are required to maintain accounts, records and the evidence pertaining to costs incurred and revenues acquired under the respective grant program.

More specifically, grantees should be able to provide upon request:

- Accurate, current and complete disclosure of the financial accounting for the grant project.
- Records that identify adequately the sources and application of funds for grant-sponsored activities.
- Accounting records which can be supported by source documentation: invoices, receipts, bank statements, etc.

#### Public Acknowledgement

Grant recipients must credit the Cultural Arts Office for its support of the project in printed and broadcast promotion, electronic media, brochures, posters, programs, handbills and other promotional material. Grantees failing to provide the required credit may forfeit the remaining grant funds due in the current cycle or be denied application in the next grant cycle. The following acknowledgement must appear on all published materials concerning the funded project:

**“This program is funded in part by a Community Arts Grant  
from the City of Carlsbad’s Cultural Arts Office.”**

The Cultural Arts Office will provide its logo as well to be placed on print and web-based marketing materials. In addition, grantees must keep the Cultural Arts Office informed of all program dates and times.

Grantees are encouraged and expected:

- to extend individual notifications to the member of the Carlsbad City Council and Carlsbad Arts Commission. These notifications must be received by the members a minimum of fourteen days in advance of the event.
- to provide full and timely information to the Cultural Arts Office so grant-funded programs may be included in the Cultural Arts Office's thrice-yearly newsletter, Carlsbad Arts News.
- to make every effort to provide photographs suitable for use in Cultural Arts Office publications of the activities and participants of funded projects.
- to extensively promote funded events and projects.

#### Monitoring and Site Visits

The Cultural Arts Office will monitor grant projects during the course of the grant cycle. Grant recipients may be contacted by the Cultural Arts Office staff and may receive a site visit. The

reports of these site visits will be inserted into grant application files and provide a basis for evaluation of future requests.

In order to monitor the quality and effectiveness of funded activities, grant recipients will provide Cultural Arts Office staff information on and admission to funded performances, programs and activities.

#### Final Report

Grantees are required to file a financial and narrative Final Report within 30 days of the project completion, unless an extension has been mutually agreed upon between the grantee and the Cultural Arts Office. In any case, Final Reports for all annual grants must be filed by Dec. 31 of the year of the award. The Final Report must identify all income sources and amounts.

**If the Final Report from a grantee's previous year's funding has not been submitted to the Cultural Arts Office, new funds awarded to the grantee for the following year will not be released.**

#### Staff Assistance

Cultural Arts Office staff will be available to assist applicants at a public grant workshop:

Tuesday, September 16, 2014, 5 -7 p.m.

Gowland Meeting Room, Carlsbad City Library, 1775 Dove Lane, Carlsbad

The applicant should read the guidelines thoroughly and if the applicant has further questions, contact

Colleen Finnegan

Community Arts Coordinator

T: 760-434-2900

Email: colleen.finnegan@carlsbadca.gov

#### How to Apply

**Grant applications must be submitted in the designated application format using the forms provided. Application questions must be answered in the order given. Applications must be complete, legible, accurate, and signed in BLUE ink. Handwritten applications will not be accepted.**

The application, checklist and other required forms are included with these guidelines. Or the application may be obtained from the Cultural Arts Office Home Page on the city's website: [www.carlsbadca.gov/arts](http://www.carlsbadca.gov/arts) under the category "Community Arts Grants."

## Checklist of Required Items for Grant Proposal Submission Package

All submission packages must include:

One (1) original application with all Certification and Assurance signatures in BLUE ink, and six (6) copies of the following materials, ordered and collated as follows:

- ☐ Application Form
- ☐ Signed Certification Page
- ☐ Signed Assurance of Compliance Page
- ☐ The applicant organization's full financial statement for the most recently completed fiscal year, audited if available (Exception: K-12 schools). PTA/student /booster groups must submit financial statements.
- ☐ The applicant organization's total budget statement for the current fiscal year (Exception: K-12 schools). PTA/student/booster groups must submit budgets.
- ☐ Resumes of participating artists.

And one (1) copy of the following materials

- ☐ List of current Board of Directors and Officers' names and mailing addresses
- ☐ Samples of work by the arts organization or participating artist(s): cd, dvd, audio or videotape, manuscripts or other print material)
- ☐ First-time applicants must also include proof of not-for-profit, tax-exempt status (Exception: K-12 schools, parent-teacher organizations, school clubs or booster groups).

**Do NOT place materials in a binder of any kind.**

**Incomplete applications may not be referred to the peer panel.** These include:

- Applications that do not include required documents.
- Applications that do not include required signatures, with originals in blue ink.
- Applications that do not include the correct number of copies.
- Applications that do not include participating artists' resumes.
- Applications that do not include work samples.
- First time organizational applications that do not include proof of not-for-profit tax-exempt status. (Note exceptions above)
- Applications that are handwritten.

### **Application Narrative**

Narrative must be typed single spaced on 8 ½" x 11" sheets of white paper one-sided only. Do not use smaller than 12-point type and be sure to leave a minimum margin of 1" on all sides. Submit no more than five pages and answer the following questions:

**There are narrative questions specifically for Arts Projects and Arts In Schools; be sure you provide responses to the appropriate questions for your application category (See 3b & 9b respectively).**

#### **Project – 20 points**

1. What are the specifics of the project for which funding is sought? E.g. list date(s), time(s), activity(ies), participant(s) and location(s).
2. How does the project meet the goals of the Community Arts Grant Funding programs and contribute to arts and culture in Carlsbad?

#### **Artistic/Cultural Merit – 30 points**

3. How does the applicant produce/present quality work that contributes to the artistic/cultural landscape in Carlsbad?

**3.b Arts In Schools:** How will the project provide arts experiences that expose participants to new artistic experiences; deepen appreciation of arts and culture, artists, media or history, and provide opportunities for engagement in the creative process?

4. How does the project utilize professional artists, teaching artists or quality artistic works?

#### **Administrative Capability – 10 points**

5. How does the applicant demonstrate artistic and administrative skills needed to complete the proposed programming/project?
6. How will the project be evaluated to measure project effectiveness? Describe methods.
7. If applicable, is the sponsoring organization capable of managing the administrative and financial aspects of the project?

#### **Community, Cultural and Social Impact – 40 points**

8. How does the proposed programming/project meet any identified community social, educational or cultural needs?
9. How does the project market to a broad constituency (including residents and visitors)?

**9.b Arts In Schools:** Does the funded activity include a performance(s), exhibition(s) or activity(ies) open to the public and how will you promote such events to parents and community members?

10. How does the project promote local traditions, community assets or city values in or through the arts or build social connections and understanding between diverse groups of people?
11. Who is the target audience for this funded activity (please provide details and demographics) and how will you reach them or otherwise involve them in the project?

**Final Report**

Successful applicants will be required to complete a final report, including a summary of the project and submission of receipts and other documentation to substantiate the funded expenses, due 30 days after the project end date. Failure to submit an acceptable final report will make the applicant and/or individual artist ineligible to apply for future funding from the Community Arts Grant Funding Programs.

**Arts Opportunities Program Timeline**

Arts Opportunities applications will be accepted monthly every first Monday on an ongoing basis during the Cultural Arts Grant Funding Program fiscal year, while funds are available. Applications are due on the first Monday of each month and must be received at least 60 days prior to the project start date. Applications will be accepted at any time, as long as funding is available, but may not be considered until the following month's Carlsbad Arts Commission meeting.

**Arts Opportunities Program Application Review and Award Process**

Staff will review applications, including the narrative and budget. Clarifying information will be requested, as needed, and staff will develop funding recommendations based on narrative responses, budgetary limitations, and City of Carlsbad policies and priorities. Funding recommendations will be forwarded to the Carlsbad Arts Commission for approval.

**Application Instructions**

Applications must be typed. Before preparing your application, read the guidelines. The guidelines provide important information about types of projects the city will fund and the criteria by which your application will be reviewed. Be sure that your application addresses these issues. The codes requested in the application may be found on page 15.

**Section 1 Summary Information****Applicant/Sponsor Name & Address**

Enter the legal name, other commonly used names, and official mailing address of the organization. Use exact spellings. Do not use abbreviations unless part of the official name. Correspondence will be sent to this address, including notification of receipt of your application. If an applicant is being sponsored, enter the sponsor's name in this box.

**Sponsored Project**

Check this box if an applicant is being sponsored. The sponsor's name goes in the first name and address box and the sponsored individual/organization's name goes in this box.

**Project/Activity Title**

Provide a name or title of your funded project

**Start Date/End Date**

Enter the dates of your project. Include implementation and completion. These dates must be within the period of January 1 through December 31 of the next year.

**Community Arts Grant Funding Program**

Select the funding program for which you are applying.

**Artistic Discipline**

Select the boxes that best describes the artistic discipline of your project/organization. If the application is on behalf of a sponsored project, check the box that corresponds to the artistic discipline of the sponsored project.

**Project Summary**

Provide a clear and concise project summary. In addition to the amount of the request, include a summary, brief timeline, number, types and dates of activities, and the target audience/participants of the funded activity. Use only the space provided. If the project is funded, this will be the basis for your contract language.

**Section 2 Applicant(s)/Project Information****Name, Address and Telephone Number**

Enter the legal name, other commonly used names, official mailing address, and telephone number of the organization. Use exact spellings. Do not use abbreviations unless part of the official name. Correspondence will be sent to this address, including notification of receipt of your application.

**Federal Tax I.D. Number**

Applicants must provide the applicant organization's 9 digit Federal Identification Number. This number (also known as Federal Employer Identification) is recorded on 990 Tax Returns and on W-2 forms.

**Contact/Project Director**

This is the person to whom questions concerning this application will be addressed. Include title, telephone and fax number(s), as well as an email address. **NOTE:** This individual and the Authorizing Official should not be the same.

**Sponsored or Other Partner Contact/Project Director**

List sponsored or other partner contact information here, if applicable.

**Board Chair/Authorized Official**

Enter the name and title of the individual with legal authority and responsibility on behalf of the applicant organization to certify the information and enter into agreements. **NOTE:** This individual and the Contact/Project Director should not be the same. Board Chair phone number, email address and street address must be different from those of the applicant.

**Applicant/Sponsored Race Codes**

Applicant organizations should code themselves based on the predominant group of which their staff, board, or membership (not audience) is composed. Use the list below. Organizations should choose the one code that best represents 50 percent or more of their staff or board or membership. Sponsored projects should use the same criteria and enter in the *Sponsored Race Code* box.

- A 50 percent or more Asian
- B 50 percent or more Black/African American
- H 50 percent or more Hispanic/Latino
- N 50 percent or more American Indian/Alaska Native
- P 50 percent or more Native Hawaiian/Pacific Islander
- W 50 percent or more White
- M majority ethnic minority/multi-racial
- 99 no single group listed above represents 50 percent or more of staff, board, or membership.

**Project Race Code**

If the majority of the project activities are intended to involve or act as a clear expression or representation of the cultural traditions of one particular group, or deliver services to a designated population listed below, choose that group's code from the list. If the activity is not designated to represent or reach any one particular group, choose code "99".

- A Asian
- B Black / African American
- H Hispanic / Latino individuals
- N American Indian / Alaska Native
- P Native Hawaiian / Pacific Islander
- W White
- M majority ethnic minority/multi-racial
- 99 No single group

**Section 3 Organizational Budget History**

Enter annual operating budget information as submitted on your IRS form 990 for the years indicated. Enter cash only; do not include in-kind amounts. If the application is on behalf of a sponsored project, enter budget information for the sponsored organization. This number is NOT your City of Carlsbad funded amount, nor is it your project budget. **NOTE:** Applications on behalf of individual artists and K-12 schools do not have to fill this section out.

#### **Section 4 City of Carlsbad Funding History**

Check whether or not you have received funding through the City of Carlsbad Community Arts Grants Funding Programs for the years indicated. If your project has received Community Arts Grants funding under a different name or with a different sponsor, enter the fiscal year and the name used.

**Section 5 Projected Budget Information** Complete the budget paying attention to the instructions on the application form as well as the budget definitions. **NOTE:** A detailed itemization must be provided as Attachment #2. See page 25-26 for a Sample Budget Itemization. The Budget Itemization must follow the same format as the projected budget and break down revenues and expenses in detail.

**Income** - Include all earned and unearned revenue for this project. Provide an explanation of revenue sources in the detailed Budget Itemization.

**Expenses** - Include all expenses for this project. List cash expenses under cash column. All expenses must be fully explained in the Budget Itemization.

**In-Kind** - Include all expenses for this project. List In-Kind expenses under In-Kind column. All expenses must be fully explained in the Budget Itemization.

#### **Section 6 Application Checklist**

The Attachments/Checklist must be submitted with your application.

##### **Attachment #1 Narrative**

The Narrative is vitally important as it tells the story of your project and includes details such as the “who, what, when, where, why, and how much.” The Narrative should be written so that it can be easily understood by someone not familiar with the applicant organization. Please be concise and to the point.

##### **Narrative Formatting**

Narrative must be typed single spaced, on 8½” x 11” sheets of white paper one-sided only. Do not use smaller than 12-point type, and be sure to leave a minimum margin of 1” on both sides. **Failure to adhere to formatting criteria may result in a loss of points.**

Submit the appropriate number of pages for your funding program and label as Attachment #1 - Narrative. Collate and number each page in the upper right corner. Be sure to include the name of the organization and narrative question on each page.



**Attachment #2 Budget Itemization**

Each revenue and expense budget figure from Section 5, Projected Budget Information, must be itemized, including all payments to artists and in-kind. Indicate the source (for revenue amount) and use (for an expense amount) for each figure in the itemization. The itemization of all artists' payments should identify artists or groups who will be paid by name, and the fee for each (the fee for a group of artists along with the type and number of artists to be paid may be substituted for the listings of the artists' names). The itemization must be accurate and correspond with the projected budget in Section 5.

**Attachment # 3 Assurance and Compliance Form**

Please provide **blue ink** signatures on all original application forms

**Attachment # 4 Proof of Tax Exempt Status**

New applicants must provide proof of not-for-profit tax-exempt status.

**Attachment #5 Board List**

Provide a roster of your governing board, including names, addresses, telephone numbers, and professions or areas of expertise. For sponsored projects, list the sponsored organization's or individual's Advisory Board, if applicable.

**Attachment #6 Documentation**

Provide a concise but representative sample of materials (résumés/bios, letters of support, promotional materials, pamphlets, brochures, annual reports, programs, season brochure, catalogues, newsletters, etc.), to acquaint reviewers with your organization and its programs. Each item should be labeled and numbered in the right, top corner. You may submit as much documentation as will fit in a 9"x12" envelope. No "oversized" (larger than 9"x12") items may be submitted.

**Section 7 Certification**

Please review carefully. Provide the signature of the authorized official, or board designee, including the date signed. Also provide the signature of the sponsored group if applicable.

**Appeal Process**

The Carlsbad Arts Commission and the Cultural Arts Office have adopted a policy that provides for a process of appeal by an organization whose application for funding was not approved. The City Manager makes final decisions in all matters in dealing with the award of cultural agreements based on the recommendations of the peer review process, staff input, and the Carlsbad Arts Commission recommendations. Arts Commission meetings are public meetings held throughout the year, and provide opportunities for citizen comments to funding program guidelines, general and specific Arts Commission and Cultural Arts Office policies, objectives, budget requests, and other matters. During these meetings, public comment from organizations, artists and members of the public is encouraged. Contact the Cultural Arts Manager for more information regarding an appeal of any Community Arts Grant submission.

## **Definitions**

**Activity** – Refers to the specific project or range of operations proposed for cultural funding.

**Admissions** – Revenue derived from fees earned through sales of services. Include ticket sales of proposed events, sales of workshops, etc., to other community organizations, government contracts for specific services, performances or residence fees, tuition, etc.

**Applicant Cash** – Funds from the applicant's resources allocated to this project.

**Arts and Education** – Artists who collaborate with schools, nonprofit organizations and communities to provide arts education at the K-12 level, workforce development, adult or audience development and/or other arts education activities.

**Arts and Cultural Organization** - An organization that either has Federal 501 (c) status or is incorporated within the State of California.

**Capital Expenditures** – Expenses for purchases of building or real estate, renovations or improvements involving structural change, payments for roads, driveways or parking lots, permanent and generally immobile equipment such as grid systems or central air conditioning, etc., and expenses for additions to a collection.

**Community Outreach** – A demonstrated commitment to extending services or benefits to communities traditionally under represented by the arts, defined by: 1) participation drawn from the underserved community, 2) providing resources and 3) collaborating with existing community artists.

**Corporate Support** – Cash support derived from contributions given for the proposed activities by businesses, corporations and corporate foundations, or a proportionate share of such contributions allocated to this activity.

**Cultural Arts** - The conscious use of skill and creative imagination, especially in the production of aesthetic objects (music, dance, theater, folk art, literature, performance art, visual art, media, etc.).

**Cultural Tourism** – The use of the performing and visual arts, as well as food, festivals, architecture, and other phenomena that contribute to the cultural vitality of a city, in order to attract tourists to a specific city/geographic region.

**Dance** - Including, but not limited to, ballet, jazz, avant-garde and modern, experimental, ballet folklorico, folk, ethnic, traditional, or historic dance forms and collectives of individual choreographers.

**Earned Income** – Revenue raised by selling items or services, such as admission, concessions, and space or equipment rental. Donations and grants are considered unearned income.

**Educational Institutions** - Public or private schools, colleges and/or universities.

**Employee Costs -**

**Administrative** – Payments for employee salaries, wages, and benefits specifically identified with this activity for executive and supervisory administrative staff, program directors, managing directors, business managers, press agents, fund-raisers, clerical staff such as secretaries, typists, bookkeepers, and supportive personnel such as maintenance and security staff, ushers, and other front-of-the-house and box office personnel.

**Artistic** - Payments for employee salaries, wages, and benefits specifically identified with this activity for artistic directors, conductors, directors, curators, dance masters, composers, choreographers, designers, video artists, film makers, painters, poets, authors, sculptors, actors, dancers, singers, musicians, instructors, puppeteers, etc.

**Technical/Production** - Payments for employee salaries, wages, and benefits specifically identified with this activity for technical management and staff, such as technical directors, wardrobe, lighting and sound crew, stage managers, stage hands, video and film technicians, exhibit preparers and installers, etc.

**Federal Support** – Cash support derived from grants or appropriations given for the proposed activities by agencies of the federal government, or a proportionate share of such grants or appropriation allocated to this activity.

**Foundation Support** – Cash support derived from grants given for the proposed activities by private foundations or a proportionate share of such grants allocated to this activity.

**Individual Artist Project** – Artistic work, activities, or services created/performed by an individual artist or a collection of artists not formally organized as a group. A group of artists collaborating on a project is not necessarily considered a formally organized group. A group that is not incorporated as a nonprofit with the State of California will be considered an individual artist project.

**In-Kind Contributions** – Services or goods contributed to an individual artist or organization for which one would otherwise have to pay. Services or goods provided by artists in a funded project, contract agency employees, or board members fulfilling board duties are not considered in-kind services.

**Literature** - Readings, workshops, and the publication of works of local writers including poetry, scripts, fiction, non-fiction, and sound or performance works. Projects of literary nonfiction such as essays, creative writing depicting actual events, biography, autobiography or other prose must be deemed worthy of support as an art form.

**Marketing** – All costs for marketing, publicity, and/or promotion specifically identified with the activity. Include costs of newspapers, radio and television advertising, printing and mailing of brochures, flyers, and posters directly connected to promotion, publicity or advertising.

**Media Arts** - Creating, producing, recording, presenting, promoting or supporting film, video, audio, media programming and multi-media installation. Areas of concentration include, but are not limited to, animation, live action, electronic image manipulation, documentary, drama and multimedia productions.

**Multidisciplinary** - Fusing two or more art forms in a single event or programming. Only those projects that are not appropriate for funding in other artistic disciplines should apply for funding under multidisciplinary. It is important that you refer to the appropriate discipline components when applying in this category.

**Music** - Classical, traditional, and new music including but not limited to symphonic, orchestral, opera, chamber, choral, contemporary, early, vocal, popular, concert band, jazz, ethnic, gospel, electronic and computer music.

**New Applicant** – An organization or artist that has not received funding through the Community Arts Grants Funding Program(s) for two cycles within the last five fiscal years.

**Non-Arts Organization** – A nonprofit 501(c) organization whose primary mission is not related to the arts but has a documented history of providing arts programming and/or services within the City of Carlsbad.

**Non-Employee Costs -**

**Administrative** – Payments to firms or persons for administrative services of individuals who are not normally considered employees of the applicant, but consultants or the employees of other organizations whose services are specifically identified with the activity.

**Artistic** – Payments to firms or persons for the artistic services of individuals who are not normally considered employees of the applicant but consultants or the employees of other organizations, whose services are specifically identified with the activity.

**Technical/Other** – Payments to firms or persons for other services of individuals who are not normally considered employees of the applicant, but consultants or the employees of other organizations whose services are specifically identified with the activity.

**Nonprofit Organization** – An organization with tax-exempt status under Section 170c of the Internal Revenue Code of 1954 as amended (501(c) status) which ensures no part of net earnings benefits a private individual. Status may be in process at time of application but must be confirmed prior to contracting.

**Opera/Musical Theatre** - Including but not limited to traditional opera and musical theater, operetta, Broadway musical comedy, nontraditional music theater such as documentary music theater, blues and jazz musicals, new music theater pieces and still evolving forms of musical theater.

**Other Expenses** – All expenses not entered in other categories and specifically identified with the activity, such as: scripts and scores, lumber and nails, electricity, telephone, storage, postage, interest charges, photographic supplies, publication purchases, sets and props, food consumed on premises, equipment rental, insurance fees, etc.

**Other Private Support** – Cash support derived from cash donations given for this activity or a proportionate share of general donations allocated to this activity. Do not include corporate, foundation, or government contributions and grants. Include gross proceeds from fund-raising events.

**Other Unearned** – Revenue derived from sources other than those listed above. Include catalog, sales, advertising space in programs, gift shop income, concessions, parking, investment income, etc.

**Professional Development** – Opportunities, workshops or training that help staff members and/or individual artists enhance their artistic or administrative skills.

**Public Art** - A permanent or temporary installation of art in a publicly visible and/or accessible location. Note: Applicants proposing public art projects must obtain permission from the property owner prior to the application deadline.

**Service Organization** - An organization that provides services related to the presentation, execution, management and exhibition of the arts.

**Sponsoring Organization** – A 501(c) nonprofit organization that assumes all fiduciary and contractual responsibilities so an individual artist or unincorporated group may receive funding from the city.

**Space Rental** – Payments specifically identified with the activity for rental of office, rehearsal, theatre, hall, gallery and other such spaces.

**State Resources** - Funds distributed by the California Arts Commission for this project.

**Theatre/Performance Art** - Producing, presenting, promoting, exhibiting, recording, or supporting theatre and performance including, but not limited to: performance art, folkloric, cultural, drama, comedy, ensemble and solo work, and avant-garde performance.

**Travel** – All costs directly related to travel of an individual or individuals and specifically identified with the activity. Includes fares, hotel and other lodging expenses, taxis, per diem payments, toll charges, mileage, etc. For trucking, shipping or hauling expenses, see Other Expenses.

**Unearned Income** – Revenue that is donated, such as grants and donor contributions.

**Underserved Audiences** – Those who lack access to arts programs, services, or resources due to geography, economic conditions, cultural background, sociopolitical circumstances, disability, age, or other demonstrable factors; or those who do not generally have the opportunity to see their lives, culture or experiences reflected through the arts. This includes, but is not limited to, diverse racial, ethnic, cultural, age, and gender groups and persons with disabilities.

**Visual Arts** - Producing, presenting, promoting, exhibiting, recording, or supporting visual arts, both historic and contemporary, including, but not limited to, painting, sculpture, drawing, printmaking, ceramics, fiberglass, glassmaking, photography, jewelry, textiles, and new technology such as computer art, holography, etc.

### **Delivery of Application**

**By Hand:** Annual program applications for Arts Projects and Arts In Schools must be received at the Cultural Arts Office, 2955 Elmwood Avenue, (just north of the Cole Library) Carlsbad 92008, by 4 p.m. on Monday, Oct. 27, 2014. All applications must be received by staff and noted as such with time and date.

**By Mail:** Applications sent by U.S. mail or special delivery services must be postmark dated no later than Oct. 27, 2014.

**U.S. mail should be addressed to:**  
Cultural Arts Office/City of Carlsbad  
Community Arts Grants  
1200 Carlsbad Village Drive  
Carlsbad, CA 92008  
760-434-2920

**Special delivery services should be addressed to:**  
Cultural Arts Office/City of Carlsbad  
Community Arts Grants  
2955 Elmwood St.  
Carlsbad, CA 92008

Arts Opportunities applications are due on the first Monday of each month and must be received at least 60 days prior to the project start date. Applications will be accepted at any time, while funding is available, but may not be considered until the following month's Carlsbad Arts Commission meeting. Keep a complete copy of your application and materials for your file. Applications for Arts Opportunities grants must be hand delivered or mailed as instructed above.

### **Downloadable Copy**

You may obtain a copy of the guidelines and application from the city Website at [www.carlsbadca.gov/arts](http://www.carlsbadca.gov/arts) --> Community Arts Grants

### **For More Information**

If you have questions, contact:  
Colleen Finnegan  
Community Arts Coordinator  
T: 760-434-2900  
E: [colleen.finnegan@carlsbadca.gov](mailto:colleen.finnegan@carlsbadca.gov)

## Sample Budget Itemization

You are required to submit a full itemization of each figure in your budget. That itemization is to be submitted as **ATTACHMENT #2**.

**The following is a sample of such a budget itemization.** *NOTE:* The numbers used in the Itemization samples are presented solely as examples of budget itemization format. These numbers are examples only and are not to be used as recommendations of proper pay scales/expenses, etc. Applicants should provide sufficient details for staff and panels to clearly understand all components of the proposed budget.

(p = projected) (c = confirmed)

PROJECTED INCOME	CASH	TOTAL
<b>Earned Income</b>		
Line 1. Admissions		
Ticket sales		
4 performances x 50 x \$5 per ticket		\$1,000 p
Line 2. Other Earned Income		
2 performances - 2 x \$350 ea	\$ 700 c	
1 workshop – 1 X \$200	<u>\$ 200 c</u>	
		\$ 950 c
<b>Unearned Income</b>		
Line 4. Private Support		
The Big Golf Corporation	\$2,000 p	
2 businesses @ \$250	<u>\$ 500 p</u>	
		\$2,500 p
Line 9. City of Carlsbad request		\$5,000p
<b>Line 10. TOTAL CASH INCOME</b>		<b><u>\$10,450</u></b>

PROJECTED EXPENSES	IN-KIND	TOTAL
<b>Expense In-Kind</b>		
Line 11. Donated Administrative Costs		
Project Director: \$12.50/hour x 100 hrs	\$1,250	
Line 13. Space Rental		
ABC Theater - performances - 2 x \$800	\$1,600	
<b>Line 17. Total In-Kind Expenses</b>		<b>\$2,850</b>

PROJECTED EXPENSES	CASH	TOTAL
<b>Expenses / Cash</b>		
Line 11. Administrative Employees		
Project Director	\$1,000	
Artistic Employees		
Cbad Dancers (5 dancers)		
4 performances - 4 x \$1,200	<u>\$4,800</u>	
		\$5,800
Line 12. Artistic Fees / Non-Employee		
Mathew Halls (dancer)		
2 three-hour workshops - 2 x \$200	\$400	
Loraine Packer (dancer)		
1 lecture/demonstration - 1 x \$200	<u>\$200</u>	
		\$ 600
Line 13. Space rental		
Imaginary theater		
4 performance - 4 x \$900		\$ 3,600
Line 15. Marketing and Promotion		
Printed Flyers	\$150	
Postage	<u>\$300</u>	
		\$ 450
<b>Line 17. Total Cash Expenses</b>		<b><u>\$10,450</u></b>